

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
20 July 2006 (20.07.2006)

PCT

(10) International Publication Number  
**WO 2006/075828 A1**

(51) International Patent Classification:  
**G06Q 99/00** (2006.01)

(21) International Application Number:  
PCT/KR2005/001049

(22) International Filing Date: 12 April 2005 (12.04.2005)

(25) Filing Language: Korean

(26) Publication Language: English

(30) Priority Data:  
10-2004-0025656 14 April 2004 (14.04.2004) KR

(71) Applicant (for all designated States except US): **NHN CORPORATION** [KR/KR]; 34th Fl., Startower Building, 737 Yoksam-dong, Kangnam-gu, Seoul 135-984 (KR).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **LEE, Woo Sung** [KR/KR]; Na-dong 103, Daekyoung Rawhouse, 615-6 Sinwol-2-dong, Yangcheon-gu, Seoul 158-092 (KR).

(74) Agent: **CHUN, Sung Jin**; Muhann Patent & Law Firm, 5th Fl., Youngpoong Building, 142, Nonhyun-dong, Kangnam-gu, Seoul 135-749 (KR).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KP, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

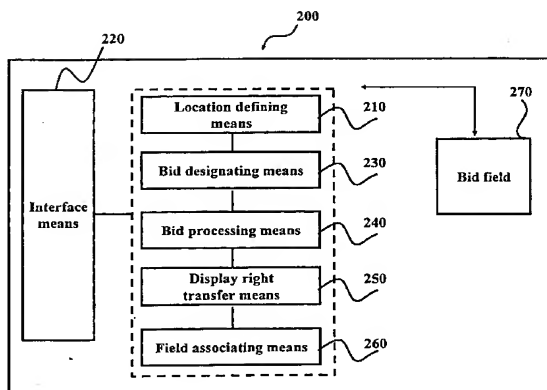
(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: METHOD FOR CONTROLLING DISPLAY OF KEYWORD ADVERTISEMENT IN INTERNET SEARCH ENGINE AND A SYSTEM THEREOF



(57) Abstract: A method for controlling display of a keyword advertisement according to the present invention comprises the steps of defining, in response to input of a keyword by a searcher, a plurality of locations where search listings are displayed on a web page, as unit display zones in association with the keyword; receiving bid data corresponding to a first unit display zone, which is one of the plurality of unit display zones associated with the predetermined keyword, from an advertiser; associating the advertiser with a predetermined search listing; receiving automatic bid data corresponding to at least one unit display zone except the first unit display zone, among the plurality of unit display zones associated with the keyword, from the advertiser; if the bid data of the advertiser are successfully bidden through a predetermined bid process for the first unit display zone, assigning a display right in the first display zone to the search listing associated with the advertiser; if a predetermined transfer condition for the assigned display right is satisfied, depriving the search listing associated with the advertiser in the first unit display zone of the display right; and if the search listing in the first unit display zone is deprived of the display right, performing a re-bid process for the input automatic bid data.

WO 2006/075828 A1